

The Small Business Owners Growth Guide:

The 11 Marketing Foundation Blocks Your Business **NEEDS** To Flourish And Thrive



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Thanks for requesting this Small Business Owners Growth Guide. I trust you will find this guide to the 11 Marketing Foundation Blocks useful, informative and highly beneficial for your business.

From our experience helping entrepreneurs over the past 20 years with marketing these are the 11 Marketing Foundation Blocks that every business needs (with possibly the exception of Block 9 that will only apply if you work on-site at your customers home).

To get started these foundation blocks will not cost a fortune to set up, only time - either yours or your staff - and the rewards can be transformative for your business. As a bonus for taking the time to download and study this guide I have included free bonuses for you on page 16.

So let's get started with the **11 Marketing Foundation Blocks**

CONTENTS

1. Marketing Asset Review	1
2. Re-marketing & Pixel Tracking	3
3. Google My Business	4
4. Follow Up Process	6
5. Price Review	8
6. Systemised Collection of Reviews	9
7. Marketing Calendar	10
8. Knowledge Centre	12
9. Neighbourhood Cards	13
10. LinkedIn	14
11. Answer the Phone	15



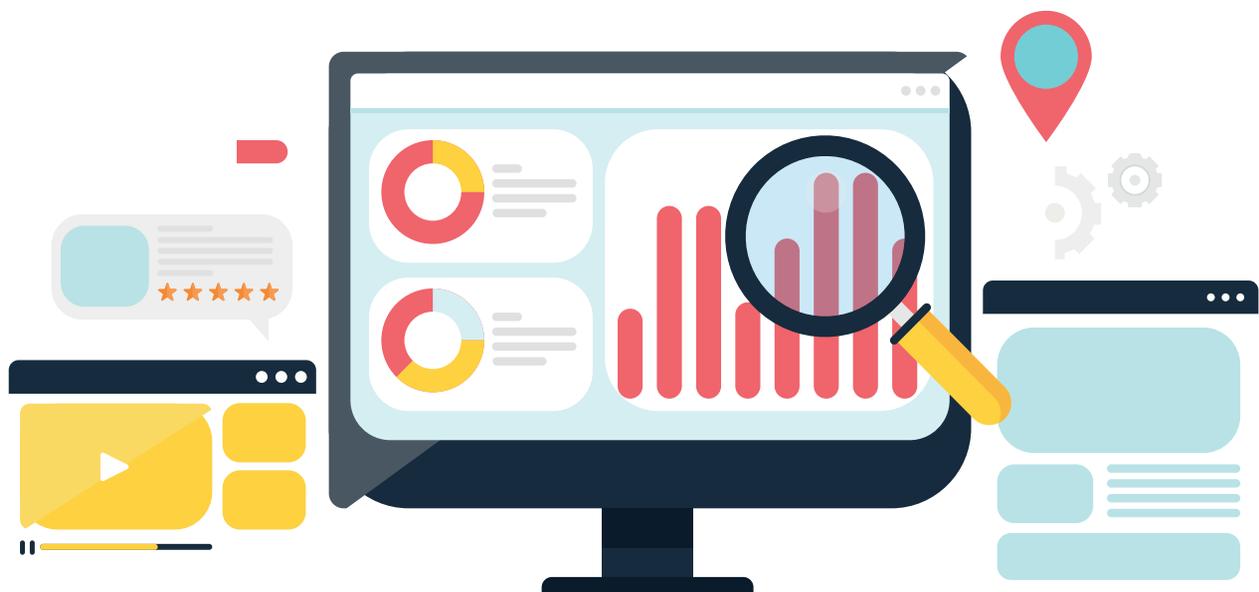
Free Bonus's	16
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1 ■ Marketing Asset Review

Your marketing assets such as website, direct mail, flyers etc are probably created ad hoc and are informally assessed by - "I like that". Now is the time to standardise the way in which your marketing assets are assessed and approved within your business.

Obviously at the end of the day the success of any piece of marketing comes down to the sales it brings in. But you need an objective Marketing Asset test to provide a systemised framework by which you and your team can assess your marketing before it is approved and goes live.

HERE IS OUR MARKETING COLLATERAL QUALITY TEST WHICH YOU CAN APPLY TO YOUR NEW AND EXISTING MARKETING ASSETS.



Marketing Collateral Quality Test



Run this test against all your individual marketing pieces.
Website, flyers, ads – the principles apply to them all. Are you ‘up to scratch’?
Score each item out of 10 and then total for a score out of 100.

1. Crystal Clear Objective What’s the purpose of this marketing piece? What does it want people to do? Is it obvious?	<input type="checkbox"/>
2. Not Boring <i>Is it the same as everyone else in your market?</i> <i>If you replaced your logos with your competitors would it still make sense?</i> <i>Is the language ‘normal’, not corporate, or uppity?</i> <i>Are the Images interesting and creative and not ‘same-old, same-old’ cliched stock pics?</i> <i>Will they remember anything about it 10 minutes after they’ve stopped reading/visiting?</i>	<input type="checkbox"/>
3. Clear Positioning Is it obvious and clear why they should choose you over your competitors? Does it contain helpful stuff that’s useful and shows you are an ‘authority’ ?	<input type="checkbox"/>
4. Personable & Relatable People buy people, remember... Are you in/on it? Does it include photos & videos of you and your team?	<input type="checkbox"/>
5. Video No excuses. No inhibitions. It’s time. You need both of these: - You and your team, being helpful and ‘passionately educating’ your prospects? - Your clients talking about you on video?	<input type="checkbox"/>
6. Awards/Accreditations If you’ve got it, flaunt it. Do not hide any lights under any bushels!	<input type="checkbox"/>
7. Links to independent Review sites Showcase the reviews and stars you have on whichever site/s is most relevant for your sector. E.g. Google, TripAdvisor, Trustpilot, thebestof, etc. Absolutely essential for almost every business. Mustn’t be missed out.	<input type="checkbox"/>
8. Testimonials Not as good as reviews from independent sites but useful nonetheless. Must be PROPERLY displayed to count. That means: photo, name and a headline that summarises message. Rule for website: At least 4 testimonials for every year you’ve been in business	<input type="checkbox"/>
9. Strong Offer Is there a strong reason for them to take action now?	<input type="checkbox"/>
10. Multiple, clear, ‘Calls To Action’ “At least four, probably more...”	<input type="checkbox"/>
Total Score	<input type="text"/>

2. Re-marketing & Pixel Tracking

As someone visits your website we add a piece of code (a pixel) to their web browser and this enables Google and Facebook to track their online activity. Then as your website visitors surf around the internet we can re-market to them and show them adverts. So they do not forget about your product or service. These days having someone “pixelled” can be more valuable than capturing their email address as emails are easily ignored. But as remarketing ads can be low cost and target only those who have already shown an interest in what you sell then they can be highly effective with a huge return on investment (ROI). And going forward we can get really sophisticated. For instance, once Facebook knows who your customers are then it is able to go out and automatically target people who are most similar to your ideal customers.

The first thing to do is to immediately ask your web guy or gal to check if you have the Google and Facebook pixels installed on your website. Once the pixels are installed you are gathering valuable data on your website visitors that you can use to remind visitors about the products and services you sell.

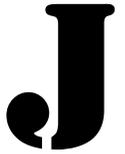
3 ■ Google My Business

Many businesses have never bother to spend the two hours it takes to sort out "Google My Business". It's completely free to claim and optimise your listing. Google loves content and will reward you with more visitors and therefore leads. Having your Google My Business listing appear in Google searches and maps makes it easy for local potential customers to find you online and even gives them the directions to your physical location. It also gives you credibility, especially when you combine this with the systematic collection of reviews (see Foundation Block 6) . We recommend spending an hour every 6 months for a quick review and update of your listing.

HERE IS OUR GOOGLE MY BUSINESS CHECKLIST THAT YOU CAN USE.



Google My Business Checklist



1.	Info		Who	Date
	Company name	<input type="checkbox"/>
	Business category	<input type="checkbox"/>
	Address	<input type="checkbox"/>
	Service Area	<input type="checkbox"/>
	Opening Hours	<input type="checkbox"/>
	Special Hours	<input type="checkbox"/>
	Opening Date	<input type="checkbox"/>
	Description	<input type="checkbox"/>
	Services	<input type="checkbox"/>
	Products	<input type="checkbox"/>
2.	Posts			
	Event	<input type="checkbox"/>
	Offer	<input type="checkbox"/>
	Products	<input type="checkbox"/>
	Book	<input type="checkbox"/>
	Order online	<input type="checkbox"/>
	Buy	<input type="checkbox"/>
	Learn More	<input type="checkbox"/>
	Sign Up	<input type="checkbox"/>
	Call Now	<input type="checkbox"/>
3.	Website			
	Create if necessary	<input type="checkbox"/>
4.	Messaging			
	Enable Messaging	<input type="checkbox"/>
5.	Photos			
	Cover Photo	<input type="checkbox"/>
	Logo	<input type="checkbox"/>
	Team Photo	<input type="checkbox"/>
	Interior Photo	<input type="checkbox"/>
	Exterior Photo	<input type="checkbox"/>
	Art Works	<input type="checkbox"/>
	Products	<input type="checkbox"/>
6.	Videos			
	Introduction Video	<input type="checkbox"/>
	Promote items	<input type="checkbox"/>
	Interior Video	<input type="checkbox"/>
	Exterior Video	<input type="checkbox"/>
	Products	<input type="checkbox"/>
7.	Users			
	Add Owner	<input type="checkbox"/>
	Add Primary Owner	<input type="checkbox"/>
	Add Manager	<input type="checkbox"/>
	Add Site Manager	<input type="checkbox"/>

4. Follow Up Process

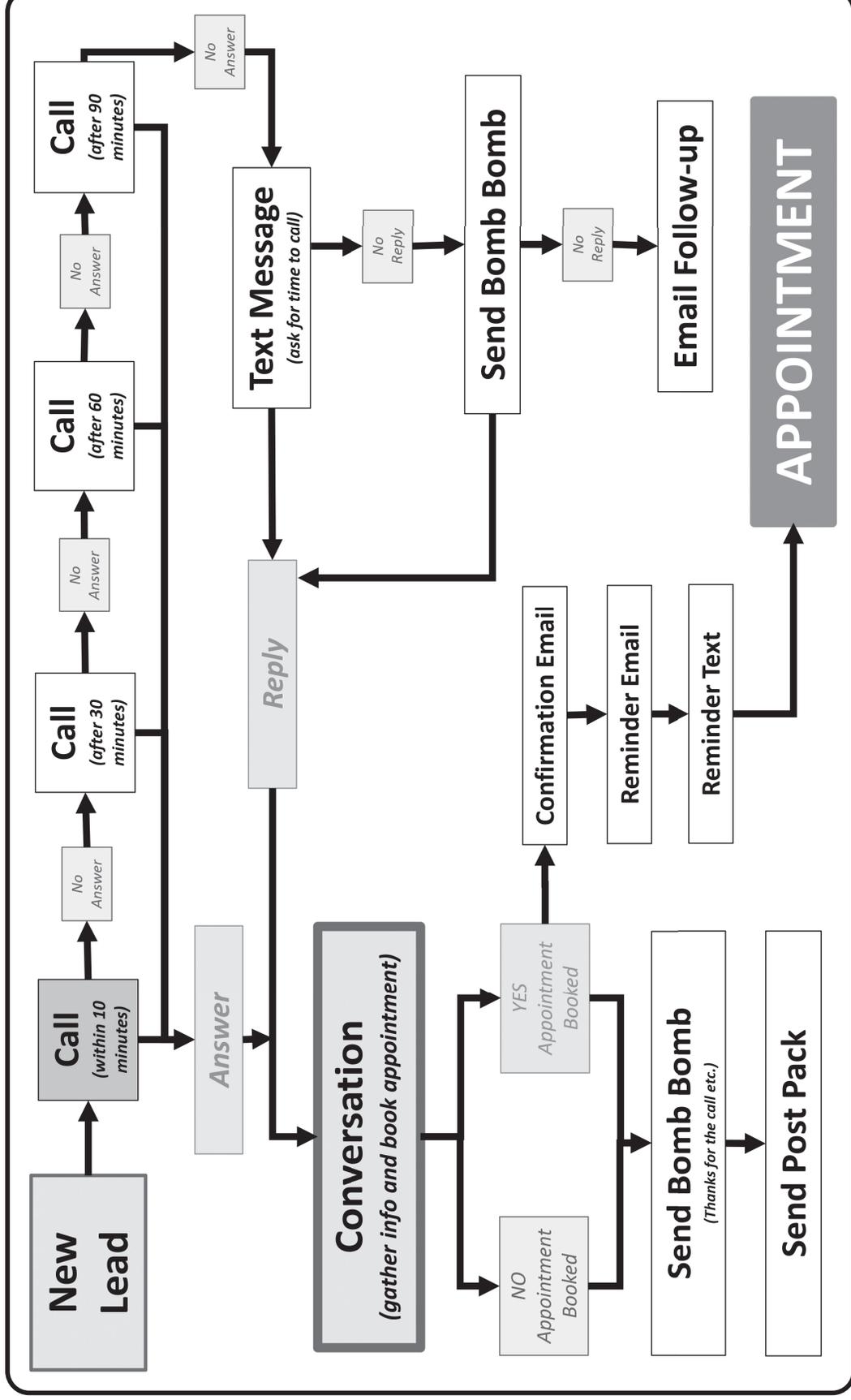
You need a systemised way to follow up with enquirers. In any market only 3% of people are ready to buy right now. So if you are paying for Google or Facebook ads then you need a way to capture and follow up with the large proportion of people who are not ready to buy today, but may be looking in the future to buy what you sell. So you need to create marketing assets that not only appeal to people who are ready to buy now, but to those who are seeking out information for a potential purchase later on. So create marketing assets such as free reports, information videos, webinars, short courses etc.

To enable contact follow up in a systemised and time efficient way you will need a CRM / Marketing automation tool. Solutions range from free/ simple tools like MailChimp to the more sophisticated softwares like Keap, Infusionsoft and Salesforce.

Choosing the right tool can make all the difference to your business. The key is to systematically capture contact information and use that information to keep in regular contact and occasionally ask recipients for their business.



A World Class Follow Up System...



Your 9 Point Lead Handling Checklist

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.

5. Price Review

We have found over the years that most businesses have the potential to add a 5 figure sum to their net profit, simply by increasing their prices by 10%. This can often be a big win that is relatively simple to implement.

Most businesses have not looked at pricing in some time and there can be many factors holding back business owners from increasing prices - fear of losing customers, fear of appearing too expensive in the marketplace are to name but two. Often these fears turn out to be completely unfounded providing you offer an excellent service. We find that any hesitant business owners are most comfortable testing a price increase with new customers first and then rolling out to existing customers later.



6 ■ Systemised Collection of Reviews

Social proof is vital to the success of businesses in the online world we now live in. Do you ever check restaurant or holiday reviews before booking? You can bet your potential customers are checking out your business before they even contact you. Potential customers are keen to learn what your existing customers have to say about you. A lack of reviews can give your potential clients the impression you are not a professional business.

As a rule of thumb we say you need 10 reviews for each year you have been in business. So you need a systematic way to capture customer reviews on sites where your customers are likely to hang out. These days it could be on Google (See Foundation Block 3), Facebook or a site like TrustedTrader or even a specific site related to what you do. I have seen this work very well for myself on my Infusionsoft consulting. I have systematically captured reviews from my clients and this brings in a regular stream of enquiries.

Check out my reviews www.julianmills.co.uk/reviews

An excellent tool to systemise and automate the capture and management of reviews is www.Grade.Us



7. Marketing Calendar



A marketing calendar can make all the difference. By considering the marketing on a whole year basis it enables you to plan out campaigns so that advertising, offers and promotions all logically “fit together”. It enables you to conduct your marketing in a planned methodical way, rather than reacting to what your competitors do or rushing at the last minute to get that Christmas campaign out, when it should have been ready to go two months earlier. Having a marketing calendar gives you and your staff a focus, rather than chasing the latest new idea with no overall plan.

HERE IS OUR MARKETING CALENDAR THAT YOU ARE FREE TO USE.





Marketing Calendar Template

Jan	Feb	Mar	Apr	May	Jun
Assets	Assets	Assets	Assets	Assets	Assets
Jul	Aug	Sep	Oct	Nov	Dec
Assets	Assets	Assets	Assets	Assets	Assets

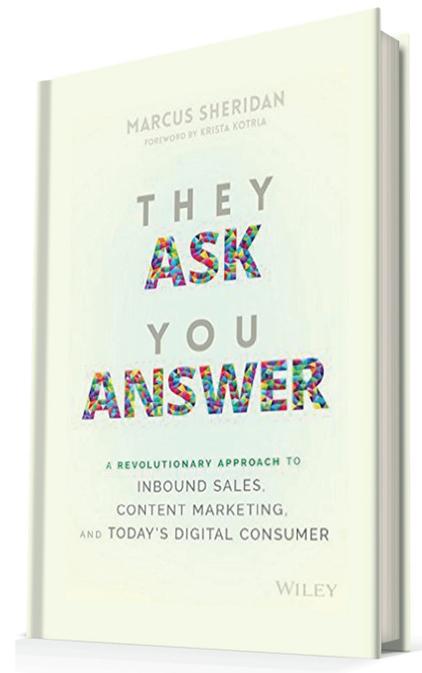


8

■ Knowledge Centre

For this Foundation Block I recommend that you obtain a copy of the excellent book “They Ask You Answer” by Marcus Sheridan.

In your business you are an expert, you know your stuff. If you use this to passionately educate your potential customers then this will draw customers to you as they grow to know, like and trust you.



This book is the bible on how to do this. It's not a book full of jargon and marketing "spin" on SEO. It's easy to read and understand for the layperson. Building content and being seen as the "go to" expert is not a quick win and it can take 6 months to start to see results from Google searches, but once it is up and running then it can make a significant difference to your business.

This works because Google wants to give searchers great information - you and your team are already answering the questions every day from potential customers, just formalise the capture of the questions and create content that Google can find as web pages, posts and videos. All you need to do is feed Google quality content and you will reap the rewards.

Link to purchase book on Amazon [julianmills.co.uk/amazon](https://www.amazon.co.uk/dp/1119389542)

9 ■ Neighbourhood Cards

This only applies if your business involves going out to customers homes and delivering your service. But if you are working at a customers home then you should invest a few extra minutes to drop neighbourhood cards at the surrounding homes - 5 to the right, 5 to the left and the 10 homes opposite. It is even better if you can mention your customers name on the card - a pre-emptive referral. Educate your field staff that - "No job is not complete till the neighbourhood cards are delivered". To make this super successful we suggest you incentivise field staff to drop the cards out as they work on-site.



10. LinkedIn

At the very least get your LinkedIn profile set up and that of your business too, so that prospects can find you easily on LinkedIn. And do a review every 6 months to keep these current and up to date. Here is a useful resource on this subject, www.julianmills.co.uk/linkedin-profile



11. Answer the Phone

It's amazing how many businesses do not pick up the phone quickly and potential new business is lost. And even when a message is left then there is no system or staff in place to follow up on the message.

You can get an external call answering service to do this for you. There are many excellent services available, but here at the Entrepreneurs Circle we recommend www.theOfficeGenie.co.uk

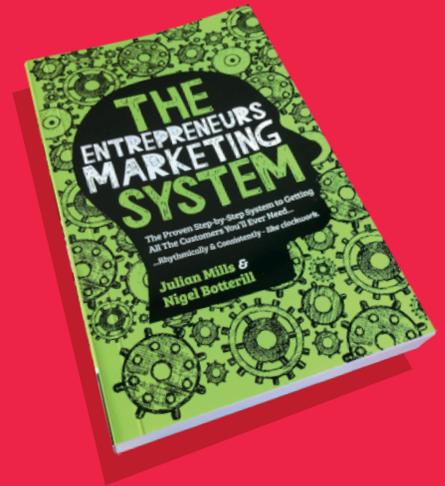


BONUS'S

I do hope you have found this introductory guide to the 11 Marketing Foundation Blocks a useful resource. As I mentioned at the beginning of the guide I have free Bonuses for you.

BONUS 1 Get a free copy of my book The Entrepreneurs Marketing System.

The Entrepreneurs Marketing System builds upon the 11 Marketing Foundation Blocks to give you a complete system to rhythmically acquire and retain customers. As a reward for getting this far then I will give you a free copy, you just pay the postage and packing.



GET YOUR FREE COPY

www.julianmills.co.uk/get-book

BONUS 2 Free Discovery Call

If you have any specific questions as to how any of the 11 Marketing Foundation Blocks applies to your business or would like to learn more about how I assist clients to rhythmically acquire and retain customers then I offer a free 1 hour Discovery Call via ZOOM.



BOOK A DISCOVERY CALL

www.julianmills.co.uk/book-call

BONUS 3 Downloads

Download the featured Checklists & Templates.

DOWNLOADS

www.julianmills.co.uk/ec-downloads





Julian Mills

website: www.JulianMills.co.uk

Julian Mills has over the past 24 years helped hundreds of business owners to rhythmically acquire and retain customers by systemising and automating their marketing. His marketing campaigns have generated £50M+ in sales for his clients. He is an Entrepreneurs Circle Certified Coach and a leading Keap & Infusionsoft Certified Partner.

